SAFER INTERNET DAY

Safer Internet Day is a unique opportunity to raise awareness of the challenges and opportunities young people face in the online world.

With less than one month to go until the big day on **Tuesday, 6 February 2018**, we would like to invite you to help us spread the word about SID 2018 and help us ensure that children and young people can explore the internet safely and take advantage of positive experiences online.

This social media plan provides a few tips and ideas on how you can amplify the campaign's key messages through your own dissemination channels. However this is non-exhaustive and please feel free to tailor them to your own needs!

Thunderclap campaign

Support our Thunderclap campaign to help us celebrate SID 2018 with a BANG!
Add you support to the campaign here: http://bit.ly/SID2018support

Please feel free to use both your **personal** and/or **corporate/organisational** accounts to support the Thunderclap, and encourage your contacts and networks to do the same!

Social media channels

FACEBOOK
@SaferInternetDay

We are regularly posting SID-related posts so feel free to share, like and comment! Do you have anything exciting to share about SID 2018? Tag us using @SaferInternetDay and we will "like" back!

TWITTER
@safeinternetday

Tweet using the campaign hashtags #SID2018 and/or #SaferInternetDay and retweet our SID-related tweets as often as possible. Remember to tag us using @Safeinternetday in your tweets so that we may retweet you as well!

SID 2018 assets

Over the coming weeks, a variety of assets will be made available for you to support Safer Internet Day 2018 actions - just go to the **About** section on www.saferinternetday.org to download logos, gifs, the key messages to share on SID 2018 - keep checking back regularly for the latest updates!

Why not customise your Facebook and Twitter profiles with Safer Internet Day themed images? Download the cover photos here.

We have equally prepared a variety of images and memes for you to attach to your posts. These can help grab your audience's attention and increase engagement while at the same time carry across strong messages about online safety! Download them here.

Key campaign milestones

DATE	MILESTONE	CHANNELS
Starting now, until SID	**Promotion of SID Thunderclap** **Objective**: Encourage as many people as possible to support the Thunderclap campaign with their Twitter, Facebook and/or Tumblr accounts by granting Thunderclap permission to post on their accounts. Thunderclap uses the bare minimum of permissions to post on an account, therefore respecting privacy rules. **Suggested posts**: **Generic** Would you like to support #SaferInternetDay? Join the Thunderclap campaign to help celebrate #SID2018 on 6 February 2018 with a bang! http://bit.ly/SID2018support **Tailored** I <or insert name of your organisation> have just supported #SaferInternetDay, because a better internet starts with me <or us>! Join the Thunderclap campaign: http://bit.ly/SID2018support	Facebook, Twitter
Starting now, until SID	**Promotion of the Online Safety MOOC** **Objective**: On 6 February, SID 2018, we're launching a new online safety MOOC. Help us promote it to get as many teachers and school ICT administrators on board as possible to ensure schools are up to speed when it comes to the latest online trends and issues! **Facebook** Have you heard about our new online safety MOOC? Targeting primary and secondary level teachers, it aims to help participants learn more about the challenges of being online for children and young people. This 5-week course will cover topics ranging from media literacy and fake news, to cyberbullying, online relationships, radicalisation and online extremism. Participants will learn how to support students through classroom discussions, activities and resources, and discover more about sources of advice and support should problems occur. http://bit.ly/OnlineSafetyMOOC **Twitter** #Teachers, is keeping your pupils & students safe #online among your #NewYearsResolutions? Learn strategies and resources to keep kids safe online in the new #OnlineSafetyMOOC starting on 06/02. Registration now open at http://bit.ly/OnlineSafetyMOOC This year, promote #OnlineSafety and responsible online behaviour in your class. Learn more about whole school approaches to #cyberbullying, #medialiteracy & more. Free course starting on #SID2018 06/02 http://bit.ly/OnlineSafetyMOOC #EUNacademy	Facebook, Twitter

DATE	MILESTONE	CHANNELS
Starting now, until SID	**Dissemination of SIC, SID Committee and SID Supporter activities** **Objective**: Year after year, the SID family has been increasing and the day is now celebrated in over 130 countries thanks to our partners worldwide. Help us spread the word about this! **Facebook** How will you be celebrating Safer Internet Day 2018? Find out more about SID activities in your country: https://www.saferinternetday.org/web/sid/country Curious about who will be celebrating #SaferInternetDay with us on 6 February 2018? Take a look at all our industry partners, institutions and other organisations committed to supporting a better internet for everyone. Find out more about SID supporters here: https://www.saferinternetday.org/web/sid/supporters **Twitter** Safer Internet Day is just around the corner and we'll be playing our part for a better internet! Find out what other supporters are doing in your country: https://www.saferinternetday.org/web/sid/country In case you have not done so yet, please remember to update your own profile page - contact sid-helpdesk@eun.org for more details.	Facebook, Twitter
Starting now, until SID	**Dissemination of SIC, SID Committee and Supporter messages for SID** **Objective**: Send us your supporting statements in order to showcase the diversity of activities and goals to achieve a better internet. **Facebook** On #SaferInternetDay <insert name of your country/organisation> we will be <overview of your activities>. Find out more at https://www.saferinternetday.org/web/sid/country or https://www.saferinternetday.org/web/sid/supporters	Facebook, Twitter
22 January, until SID	**Dissemination of Safer Internet Day memes, images and other assets** **Objective**: Sharing tips and advice for a better internet and raising awareness about online safety and the upcoming Safer Internet Day. Visual assets will be made available here: https://www.betterinternetforkids.eu/web/sid/about **Suggested posts** (use the Word document provided on the About page): A better internet starts with you! This #SaferInternetDay, make sure you share respect in your interactions both online and off! #SID2018 *please feel free to create posts based on the provided visual assets or come up with your own.	Facebook, Twitter

DATE	MILESTONE	CHANNELS
23 January	**Two weeks to go until SID 2018** **Objective**: Raise awareness of the upcoming Safer Internet Day. **Suggested posts**: #SaferInternetDay is only two weeks away! Join us on 6 February and "Create, connect and share respect: a better internet starts with you!". Find out more on www.saferinternetday.org Hurry up! Help us celebrate #SaferInternetDay with a bang on 6/02 - support our #SID2018 Thunderclap campaign: http://bit.ly/SID2018support **Tailored**: #SID2018 is only 2 weeks away! <Insert name of your country/organisation> will be joining the worldwide rally, because a better internet starts with each of us! www.saferinterneday.org	Facebook, Twitter
30 January	**One week to go** **Objective**: Raise awareness of the upcoming Safer Internet Day. **Suggested posts**: Just one more week to go until #SID2018! We're counting on your support for this year's #SaferInternetDay: follow us on social media and don't forget about the Thunderclap campaign http://bit.ly/SID2018support Tailored: We're ready for next week's #SID2018! <insert name of your country/organisation> is committing to ensure a better internet for all! www.saferinternetday.org	Facebook, Twitter
5 February	**One day to go** **Suggested posts**: Almost there: tomorrow is #SaferInternetDay! Stay tuned for our global #SID2018 campaign! How will you contribute to a better internet this year? www.saferinternetday.org	Facebook, Twitter
6 February	**On the day itself:** Happy #SaferInternetDay! On #SID2018, 'Create, connect & share respect' and remember, 'a better internet starts with you'! *On 6/02 we will be posting from our social media accounts regularly throughout the day so don't forget to help us spread the message by liking, sharing, commenting and retweeting!	Facebook, Twitter, Thunderclap